

**Amendments to the CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Previously Presented) An electro-luminescence display device comprising:  
R, G and B cells having different light-emission efficiencies;  
a data converter having a look-up table inputted with Red, Green and Blue N-bit digital data signals having a same gray scale value, the data converter converting the Red, Green and Blue N-bit digital data signals into Red, Green and Blue M-bit digital data signals respectively, referring to the look-up table, wherein each of N and M is an integer, M is greater than N, and gray scale values of the Red, Green and Blue M-bit digital data signals are different from each other;  
a gamma voltage generator generating a plurality of gamma voltages and converting the Red, Green and Blue M-bit digital data signals into Red, Green and Blue analog data signals, respectively; and  
a data driving circuit transferring the Red, Green and Blue analog data signals to respective Red, Green and Blue pixels.
2. (Previously Presented) The electro-luminescence display device according to claim 1, further includes a timing controller outputting the Red, Green and Blue N-bit digital data signals to the data converter.
3. (Previously Presented) The electro-luminescence display device according to claim 1, wherein the data driving circuit includes the gamma voltage generator.
4. (Canceled)
5. (Previously Presented) The electro-luminescence display device according to claim 1, wherein the gray scale value of the Red M-bit digital data signal is greater than the gray scale values of the Green and Blue digital data signals.

6. (Previously Presented) The electro-luminescence display device according to claim 5, wherein the gray scale value of the Green M-bit digital data signal is greater than the gray scale value of the Blue digital data signal.

7. (Currently Amended) The electro-luminescence display device according to claim 3, wherein the Red analog video signal applied to the respective pixel has a voltage level ranged in ~~about~~ 0V to ~~about~~ 5V.

8. (Currently Amended) The electro-luminescence display device according to claim 7, wherein the Green analog data signal applied to the respective pixel has a voltage level ranged in ~~about~~ 0V to ~~about~~ 2.5V.

9. (Currently Amended) The electro-luminescence display device according to claim 7, wherein the Blue analog data signal applied to the respective pixel has a voltage level ranged in ~~about~~ 0V to ~~about~~ 1.9V.

10. (Previously Presented) The electro-luminescence display device according to claim 1, wherein each of the pixels is an electro-luminescence cell.

11. (Previously Presented) A method of driving an electro-luminescence display device including R, G and B and cells having different light-emission efficiencies, the method comprising:

receiving Red, Green and Blue N-bit digital data signals ;

converting the Red, Green and Blue N-bit digital data signal having a same gray scale value into Red, Green and Blue M-bit digital data signals, respectively, wherein each of N and M is an integer, M is greater than N, and gray scale values of the Red, Green and Blue M-bit digital data signals are different from each other;

converting the Red, Green and Blue M-bit digital data signals into Red, Green and Blue analog data signals, respectively; and

applying the Red, Green and Blue analog data signals to respective Red, Green and Blue pixels.

12. (Canceled)

13. (Previously Presented) The method according to claim 11, wherein the gray scale value of the Red M-bit digital data signal is greater than the gray scale values of the Green and Blue digital data signals.

14. (Previously Presented) The method according to claim 13, wherein the gray scale value of the Green M-bit digital data signal is greater than the gray scale value of the Blue digital data signal.

15. (Previously Presented) The method according to claim 11, the step of converting the Red, Green and Blue M-bit digital data signals into Red, Green and Blue analog data signals further includes:

generating a plurality of different gamma voltages using a gamma voltage generator.

16. (Currently Amended) The method according to claim 15, wherein the Red analog data signal applied to the respective pixel has a voltage level ranged in ~~about~~ 0V to ~~about~~ 5V.

17. (Currently Amended) The method according to claim 15, wherein the Green analog data signal applied to the respective pixel has a voltage level ranged in ~~about~~ 0V to ~~about~~ 2.5V.

18. (Currently Amended) The method according to claim 15, wherein the Blue analog data signal applied to the respective pixel has a voltage level ranged in ~~about~~ 0V to ~~about~~ 1.9V.

19. (Original) The method according to claim 11, wherein each of the pixels is an electro-luminescence cell.

20-28. (Canceled)